



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

Smith, Tom/R/SEN/PA (15776)
SRCP - Stevens Reed Curcio & Potho(2056)
VONDERHEID,BETSY
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/T SMITH/R/SEN/PA (114155)
National/Political
225/06298187

Invoice 630914
Inv Date 9/30/2012
Terms Net 30
Contract 329028
Bill Type Standard
Period 8/27/2012 - 9/30/2012

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

TOM SMITH 8/28
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/1/2012 10:58:18AM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

| Line | Type | Scheduled | Schedule Days to Run | Air Time | Length | Program | Copy/ISCI | Amount | Remarks |
|------|-------------------------------|--------------------|------------------------------|-----------------------|--------|-------------------------------|-----------|-----------|---------|
| 1.0 | Contract Line Remarks: | | ELLEN 10-11A/1 | | | | | | |
| | Spot | 10:00:04AM-Elle | Per week (3), Tu, We, Th, Fr | 08/29/12 10:40AM (We) | 00:30 | Ellen | TS12TV09H | \$325.00 | |
| | Spot | 10:00:04AM-Elle | Per week (3), Tu, We, Th, Fr | 08/30/12 10:56AM (Th) | 00:30 | Ellen | TS12TV09H | \$325.00 | |
| | Spot | 10:00:04AM-Elle | Per week (3), Tu, We, Th, Fr | 08/31/12 10:31AM (Fr) | 00:30 | Ellen | TS12TV09H | \$325.00 | |
| 2.0 | Contract Line Remarks: | | LATE NEWS/2 | | | | | | |
| | Spot | 10:59:34PM-CHAN | Per week (2), Tu, We, Th, Fr | 08/28/12 11:29PM (Tu) | 00:30 | CHANNEL 11 NEWS AT 11P | TS12TV09H | \$1250.00 | |
| | Spot | 10:59:34PM-CHAN | Per week (2), Tu, We, Th, Fr | 08/29/12 11:35PM (We) | 00:30 | CHANNEL 11 NEWS AT 11P | TS12TV09H | \$1250.00 | |
| 3.0 | Contract Line Remarks: | | NOON NEWS/3 | | | | | | |
| | Spot | 11:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/28/12 12:28PM (Tu) | 00:30 | Channel 11 News At Noon | TS12TV09H | \$275.00 | |
| | Spot | 11:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/29/12 12:25PM (We) | 00:30 | Channel 11 News At Noon | TS12TV09H | \$275.00 | |
| | Spot | 11:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/30/12 12:23PM (Th) | 00:30 | Channel 11 News At Noon | TS12TV09H | \$275.00 | |
| | Spot | 11:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/31/12 12:13PM (Fr) | 00:30 | Channel 11 News At Noon | TS12TV09H | \$275.00 | |
| 4.0 | Contract Line Remarks: | | JUDY 4P/4 | | | | | | |
| | Spot | 4:00:04PM-Judge J | Day, Tu-1, W-1, Th-1, F-1 | 08/28/12 4:11PM (Tu) | 00:30 | JUDGE JUDY 4P | TS12TV09H | \$300.00 | |
| | Spot | 4:00:04PM-Judge J | Day, Tu-1, W-1, Th-1, F-1 | 08/29/12 4:20PM (We) | 00:30 | JUDGE JUDY 4P | TS12TV09H | \$300.00 | |
| | Spot | 4:00:04PM-Judge J | Day, Tu-1, W-1, Th-1, F-1 | 08/30/12 4:19PM (Th) | 00:30 | JUDGE JUDY 4P | TS12TV09H | \$300.00 | |
| | Spot | 4:00:04PM-Judge J | Day, Tu-1, W-1, Th-1, F-1 | 08/31/12 4:25PM (Fr) | 00:30 | JUDGE JUDY 4P | TS12TV09H | \$300.00 | |
| 5.0 | Contract Line Remarks: | | NEWS 5-530P/5 | | | | | | |
| | Spot | 5:00:00PM- 5:30:00 | Per week (2), Tu, We, Th, Fr | 08/29/12 5:27PM (We) | 00:30 | CHANNEL 11 NEWS-FIRST AT FIVE | TS12TV09H | \$550.00 | |
| | Spot | 5:00:00PM- 5:30:00 | Per week (2), Tu, We, Th, Fr | 08/31/12 5:13PM (Fr) | 00:30 | CHANNEL 11 NEWS-FIRST AT FIVE | TS12TV09H | \$550.00 | |
| 6.0 | Contract Line Remarks: | | NEWS 6-630P/6 | | | | | | |
| | Spot | 5:58:34PM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/28/12 6:24PM (Tu) | 00:30 | Channel 11 News At 6pm M-F | TS12TV09H | \$700.00 | |
| | Spot | 5:58:34PM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/29/12 6:14PM (We) | 00:30 | Channel 11 News At 6pm M-F | TS12TV09H | \$700.00 | |
| | Spot | 5:58:34PM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/30/12 6:22PM (Th) | 00:30 | Channel 11 News At 6pm M-F | TS12TV09H | \$700.00 | |
| | Spot | 5:58:34PM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/31/12 6:14PM (Fr) | 00:30 | Channel 11 News At 6pm M-F | TS12TV09H | \$700.00 | |
| 7.0 | Contract Line Remarks: | | NEWS 6-7A/7 | | | | | | |
| | Spot | 5:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/28/12 6:23AM (Tu) | 00:30 | Channel 11 News 6am | TS12TV09H | \$600.00 | |
| | Spot | 5:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/29/12 6:39AM (We) | 00:30 | Channel 11 News 6am | TS12TV09H | \$600.00 | |
| | Spot | 5:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/30/12 6:13AM (Th) | 00:30 | Channel 11 News 6am | TS12TV09H | \$600.00 | |
| | Spot | 5:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 08/31/12 6:09AM (Fr) | 00:30 | Channel 11 News 6am | TS12TV09H | \$600.00 | |
| 8.0 | Contract Line Remarks: | | JEOP 7P/8 | | | | | | |
| | Spot | 6:59:29PM-Jeopardy | Per week (2), Tu, We, Th, Fr | 08/28/12 7:00PM (Tu) | 00:30 | Jeopardy | TS12TV09H | \$1100.00 | |
| | Spot | 6:59:29PM-Jeopardy | Per week (2), Tu, We, Th, Fr | 08/29/12 7:07PM (We) | 00:30 | Jeopardy | TS12TV09H | \$1100.00 | |
| 9.0 | Contract Line Remarks: | | TODAY 7-9A/9 | | | | | | |
| | Spot | 7:00:04AM-Today S | Day, Tu-1, W-1, Th-1, F-1 | 08/28/12 7:29AM (Tu) | 00:30 | Today Show | TS12TV09H | \$525.00 | |
| | Spot | 7:00:04AM-Today S | Day, Tu-1, W-1, Th-1, F-1 | 08/29/12 8:57AM (We) | 00:30 | Today Show | TS12TV09H | \$525.00 | |
| | Spot | 7:00:04AM-Today S | Day, Tu-1, W-1, Th-1, F-1 | 08/30/12 7:29AM (Th) | 00:30 | Today Show | TS12TV09H | \$525.00 | |
| | Spot | 7:00:04AM-Today S | Day, Tu-1, W-1, Th-1, F-1 | 08/31/12 8:42AM (Fr) | 00:30 | Today Show | TS12TV09H | \$525.00 | |
| 10.0 | Contract Line Remarks: | | TODAY SHOW 9A-10A/10 | | | | | | |
| | Spot | 9:00:04AM-Today S | Per week (2), Tu, We, Th, Fr | 08/29/12 9:57AM (We) | 00:30 | TODAY SHDW 9A | TS12TV09H | \$350.00 | |



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| | Spot | 9:00:04AM-Today S | Per week (2), Tu, We, Th, Fr | 08/30/12 9:52AM (Th) | 00:30 | TODAY SHOW 9A | TS12TV09H | \$350.00 | |
| 11.0 | Contract Line Remarks: NOON NEWS/11 | | | | | | | | |
| | Spot | 11:59:04AM-Channel | Day, M-1 | 09/03/12 12:22PM (Mo) | 00:30 | Channel 11 News At Noon | TS12TV09H | \$275.00 | |
| 12.0 | Contract Line Remarks: NBC GOLF 130-6P/12 | | | | | | | | |
| | Spot | 1:30:04PM-NBC GOL | Day, M-1 | 09/03/12 2:21PM (Mo) | 00:30 | NBC GOLF | TS12TV09H | \$300.00 | |
| 13.0 | Contract Line Remarks: NEWS 6-630P/13 | | | | | | | | |
| | Spot | 6:00:04PM-Channel | Day, M-1 | 09/03/12 6:13PM (Mo) | 00:30 | Channel 11 News At 6pm M-F | TS12TV09H | \$700.00 | |
| 14.0 | Contract Line Remarks: NEWS 6-7A/14 | | | | | | | | |
| | Spot | 5:59:04AM-Channel | Day, M-1 | 09/03/12 6:57AM (Mo) | 00:30 | Channel 11 News 6am | TS12TV09H | \$600.00 | |
| 15.0 | Contract Line Remarks: TODAY 7-9A/15 | | | | | | | | |
| | Spot | 7:00:04AM-Today S | Day, M-1 | 09/03/12 8:35AM (Mo) | 00:30 | Today Show | TS12TV09H | \$525.00 | |

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information
shown on this invoice was taken from the official log.

| | | | |
|-------------|--------------|-------------|----|
| Gross Total | \$19,475.00 | Total Spots | 36 |
| Commission | (\$2,921.25) | | |
| Net Total | \$16,553.75 | | |